

# Planting the seeds of health

3<sup>rd</sup> annual healthy communities taking action conference  
10.03.08 | 7:45am-3:00pm | san jose city hall

a convergence of health, equity and environmental efforts with nutrition and physical activity



**Keynote: Richard J. Jackson, MD MPH**

Richard Jackson is a Professor in the School of Public Health, as well as Director and Professor of the Graham Environmental Sustainability Institute, answering to the Provost at the University of Michigan, Ann Arbor. He has served as a professor at the University of California, Berkeley; with the California Public Health Department in their highest position, as State Health Officer; and, as Director of the Centers for Disease Control and Prevention's (CDC's) National Centers for Environmental Health in Atlanta. In 2005 he received the Presidential Distinguished Executive Award, the highest civilian award for U.S. Government service.

**Moderator: Michael Krasny, PhD**

Michael Krasny is host of KQED's award-winning Forum, a news and public affairs program. Since 1970, he has been a professor of English at San Francisco State University. He is a widely published scholar, critic, fiction writer and former regular contributor to Mother Jones Magazine. He has received many awards and honors, including The SY Agnon Gold Medal for Intellectual Distinction, The Eugene Block Award for Human Rights Journalism, The Inclusiveness in Media Award from The National Conference for Community and Justice, and a Koret Foundation Fellowship. He has also been named best talk show host by Focus magazine, several Bay Area newspapers, The San Francisco Publicity Club, and Citysearch.



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## features

- **Registration & Breakfast**
- **Welcome & Introductions**
- **Keynote: Richard J. Jackson, MD, MPH**
- **Healthy Communities Breakout Sessions:**

**Healthy Foodways:** Integrating Agriculture into an Urban Environment.

*We'll look at the growing trend in ensuring sustainable local food production and the ever existing pressures of development. We will also learn how to effectively advocate for urban agriculture and explore solutions to the dilemma of access to local food source, such as community gardens, vs. Infill.*

**Healthy Urban Living:** Trails, Parks and Open Space... Don't leave home without them.

*It's all about promoting urban green space for health. We'll discuss bikeability, walkability and commuting via trails and ensuring the health and growth of parks. We will explore solutions to "the last mile," the issue of trail connectivity.*

**Healthy Environments for Healthcare:** Healthy and Environmentally Sound Prescriptions

*"First, do no harm," are the guiding words for doctors and healthcare providers when providing care for their patients. But as this session will highlight, these words go beyond the examining room and are applied to how hospitals and clinics are committing to a larger vision of sustainable health that encompasses patients, providers and the earth.*

**Healthy Workplace:** Going Beyond Health Insurance and Risk Management

*There is an upward trend in wellness programs due to the impact on the bottom line, which can also play an important role in improving the environment. Join us in discussing what organizations are specifically doing to create healthy workplaces.*

- **Legislative Panel Moderated by Michael Krasny, PhD**  
Featuring local, regional and state elected officials

- **Healthy Green Lunch**  
Summary from Richard J. Jackson, MD, MPH

- **Raffle Prizes**

Awarded for:

- Early Bird Registration
- Taking alternative transportation
- Submitting qualified questions to legislative panel
- Attending entire conference

CPE, CEU and CME credits will be provided free of charge

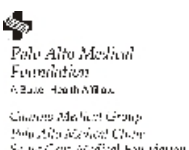
**Early bird registration: \$35**  
(includes conference registration, healthy breakfast & lunch)

**Registration after 09.19.08: \$50**

healthy silicon valley  
Take part.

green health

to register and for up-to-date information, visit [www.healthysiliconvalley.org](http://www.healthysiliconvalley.org)



Generations COMMUNITY WELLNESS





a convergence of health, equity and environmental efforts with nutrition and physical activity



green  
health

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Palo Alto Medical Foundation  
A Kaiser Permanente Affiliate

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THE HOSPITAL OF SILICON VALLEY  
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Generations COMMUNITY WELLNESS

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Public Health Department  
Santa Clara Valley Health & Hospital System

CITY OF SAN JOSE  
CAPITAL OF SILICON VALLEY  
10<sup>th</sup> Largest U.S. City

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